

THE STATE BAR OF CALIFORNIA'S LINKING POLICY
(Amended by the Board of Governors, August 26, 2000)

STATEMENT OF LINKING POLICY

This linking policy is designed to maximize the value of the State Bar website (located at www.calbar.org) for members of the bar, the courts, the Legislature and the public by providing access to resources and information on the Internet relating to the State Bar and its membership benefits, the judicial system, the Legislature, the law and legal resources. This policy is further designed to provide a flexible mechanism to quickly evaluate links to and from the State Bar website in a rational fashion, consistent with the State Bar's goals and mission.

Consistent with Board policy, placements and appearance of links shall be at the discretion of the Executive Director, or designee.

A. OUTGOING LINKS

Outgoing links on the State Bar website shall be governed by the procedures described below:

1. Linking Objectives:

Links are permitted to any website which provides information that furthers the State Bar's goals and missions, including the regulation of the legal profession, and the improvement of the quality and availability of legal services.

2. Linking Limitations:

Unless otherwise authorized by the Board of Governors, these policies shall guide the implementation of outgoing links on the State Bar website:

- a. Links to sites providing information obtained from commercial vendors may acknowledge, but shall not actively endorse, the source of the information.
- b. Links to sites maintained by commercial vendors shall not be presented in such a manner that endorses the vendor's products or services, nor gives the appearance of endorsing the vendor's products or services.
- c. Links to vendors shall not consist of display advertisements or graphics provided by that entity.
- d. Links to vendors shall be presented in a location and manner that avoids

the appearance of a partnership or joint venture, or otherwise represents a guarantee, warranty, endorsement or affirmative representation as to the quality, suitability or fitness for purpose of goods or services of any individual or entity.

- e. Links to corporate partners, sponsors or donors of the State Bar Foundation may be placed on the State Bar website in a manner and location that identifies the membership benefit as being provided by, or in association with, the Foundation.
- f. Links to other websites shall comply with that site's terms and conditions of access and use, if any.

B. INCOMING LINKS

Links from other websites to the State Bar website shall be governed by the procedures described below:

1. Linking Objectives:

Any website may link to the State Bar website so long as that website conforms to a Terms and Conditions of Use disclaimer as placed on the State Bar's website. Any website which misuses the State Bar website may be directed to terminate its link to the State Bar website.

2. Linking Limitations:

- a. Linking websites are prohibited from using any State Bar images, graphics or other proprietary representations in association with the hypertext link absent the express written permission of the State Bar.
- b. Linking websites shall not frame the State Bar website or obscure the State Bar's advertising, copyright notices or disclaimers without the express written permission of the State Bar.
- c. A linking website shall not express or imply that the State Bar endorses the linking website, its contents, products, advertisers or sponsors.

C. IMPLEMENTATION CRITERIA

The Executive Director, or designee, in consultation with General Counsel, may determine, at any time and for any legitimate reason, that any link shall be excluded from the State Bar website or that any website be directed to terminate its link to the State Bar website.

Legitimate reasons shall include, but are not limited to:

1. Failure to meet the criteria set forth in this policy;
2. Misuse of the State Bar website or its content or any conduct detrimental to the State Bar.
3. Inefficient use of or lack of State Bar resources; and
4. Incongruity with the purpose of the State Bar website, or the mission and